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graph TD
    IVRU[IVRU 130] -- "PRODUCT REQUEST & DESCRIPTION" --> CC[CENTRAL CONTROLLER 110]
    RT1[REMOTE TERMINAL 150] -- "PRODUCT DATA, PROGRAM DATA" --> CC
    RT2[REMOTE TERMINAL 150] -- "PRODUCT DATA, PROGRAM DATA" --> CC
    RT3[REMOTE TERMINAL 150] -- "PRODUCT DATA, PROGRAM DATA" --> CC
    VI[VIEWER INTERFACE 120] -- "PRODUCT REQUEST" --> CC
    CC <--> OT1[OPERATOR TERMINAL 140]
    CC <--> OT2[OPERATOR TERMINAL 140]
    CC <--> OT3[OPERATOR TERMINAL 140]
    CC -- "PRODUCT ID & INFORMATION" --> VF[VENDOR FACILITY 160]
    VF -- "PRODUCT" --> VI
    
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FIG. 1

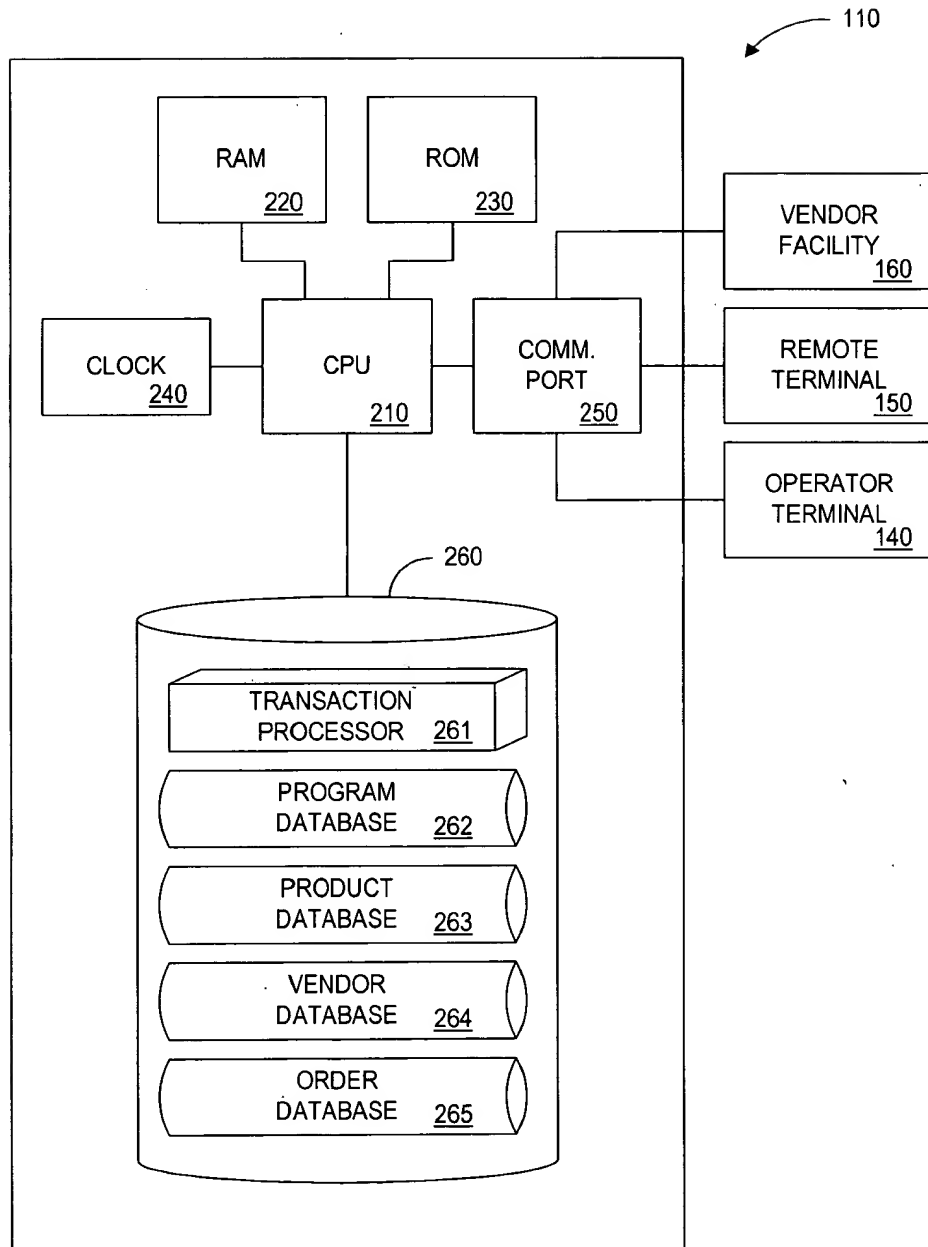


FIG. 2

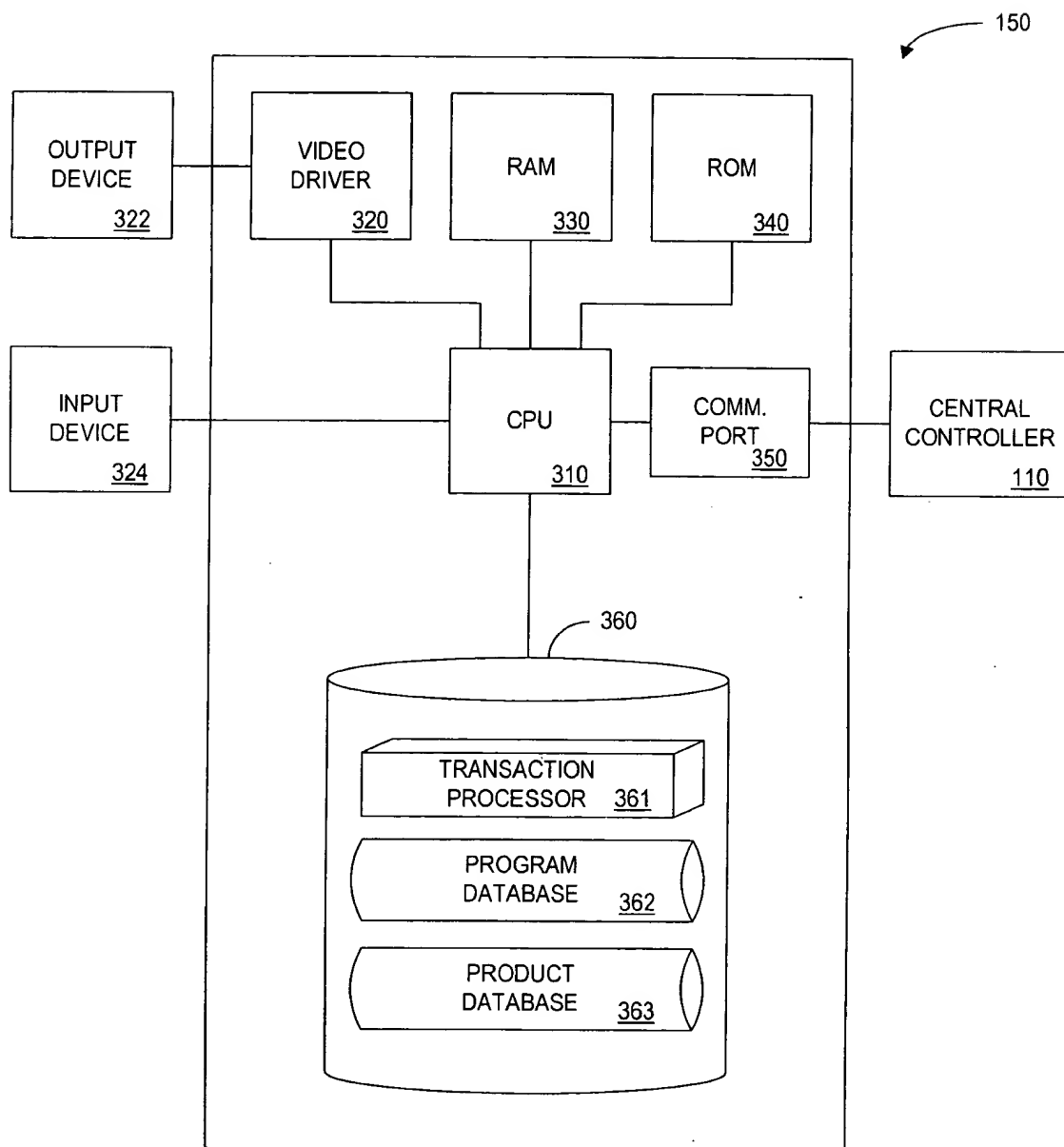


FIG. 3

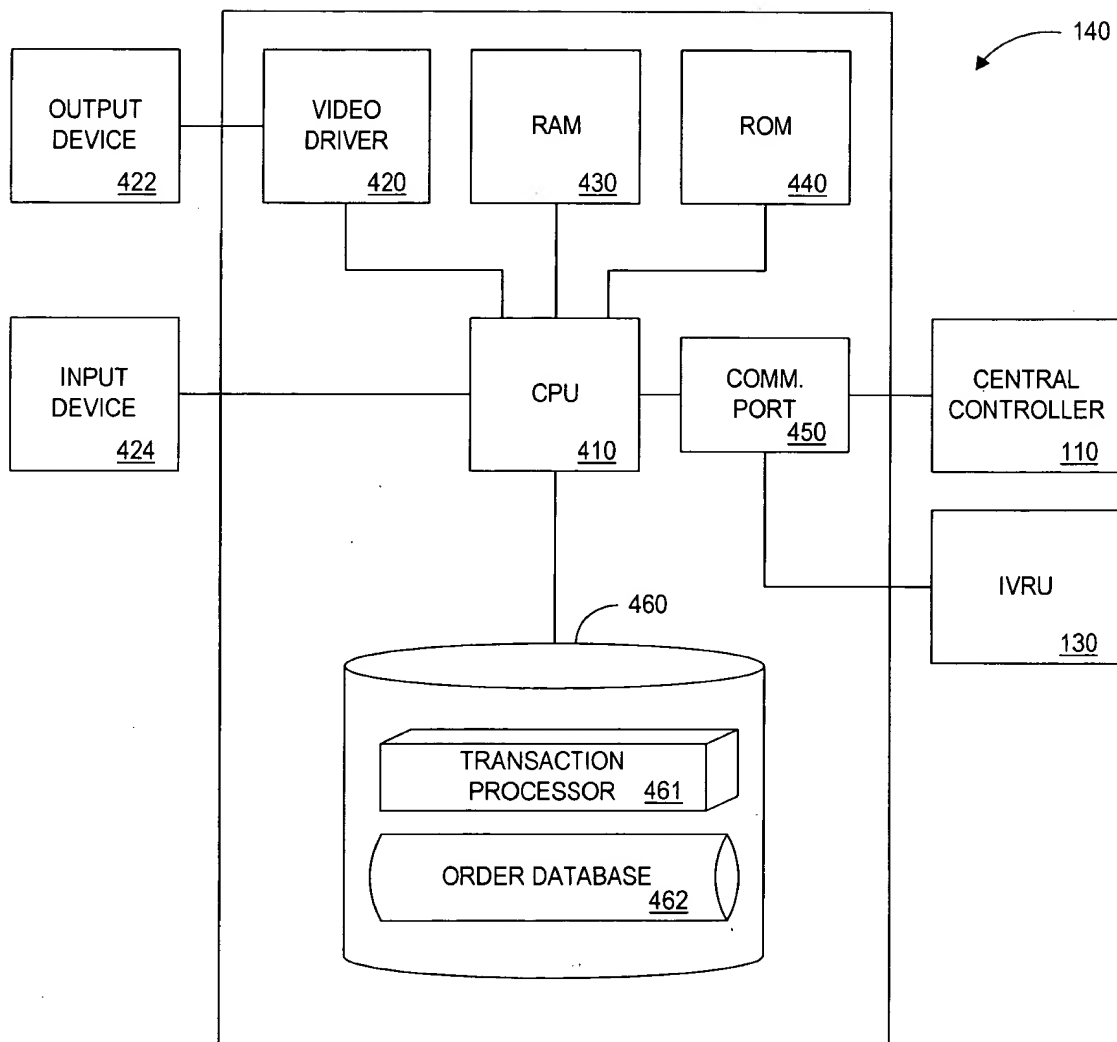


FIG. 4

PROGRAM RECORD NUMBER	510	NETWORK	515	CLASS	520	PROGRAM TITLE	525	EPISODE DATE AND TIME	530	SCENE DATA	535	EPISODE STATUS	540	EPISODE TITLE	545	EPISODE PLOT	550	SPECIAL CHARACTERS	555
JS-112		NBC		SITCOM		SEINFELD		12/12/96 9:00 PM		JERRY EATING CEREAL		FIRST RUN		THE ROBBERY		JERRY'S APT. IS ROBBED		THIEF	
JS-113		NBC		SITCOM		SEINFELD		12/19/96 9:00 PM		GEORGE KICKS TIRE		FIRST RUN		THE PARKING SPACE		GEORGE IN PARKING LOT		MIKE	
SOYR-234		CBS		SOAP OPERA		GENERAL HOSPITAL		10/10/96 12:00 PM		LAURA WALKING DOWN THE ISLE		FIRST RUN		LUKE AND LAURA WED		LUKE AND LAURA GET MARRIED		GOV'T SPY	
PGA-43X		ABC		SPORTS		PGA CHAMPIONSHIP		11/11/96 3:00 PM		WOODS IN THE BUNKER		RERUN		MASTERS		1ST-WOODS 2ND-NORMAN 3RD-PALMER		ANNOUNCER BOB COSTAS	

FIG. 5

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VENDOR	VENDOR IDENTIFICATION NUMBER	PRODUCTS	LOCATION	PREFERRED PAYMENT
<u>710</u> CALLOWAY, INC.	<u>715</u> SALESMAN A	<u>720</u> BIG BERTHA GOLF CLUBS	<u>725</u> LOS ANGELES, CA	<u>730</u> VISA / MC
HUFFMAN KOOS	SALESMAN B	FURNITURE	REGIONAL	AMERICAN EXPRESS
BROOKS BROTHERS	SALESMAN C	CLOTHING	NEW YORK, NY	DISCOVER / AMEX

FIG. 7

[illegible]

VIEWER NAME	VIEWER ADDRESS	ORDER TRACKING NUMBER	ORDER DATE	ORDER AMOUNT	PRODUCT ORDERED	PRODUCT ID NUMBER	PAYMENT DATA	SHIPPING DATA	VENDOR USED
<u>810</u>	<u>815</u>	<u>820</u>	<u>825</u>	<u>830</u>	<u>835</u>	<u>840</u>	<u>845</u>	<u>850</u>	<u>855</u>
CALLER A	111 ABC ST...	123A-4X	12/12/96	\$450.00	GOLF CLUBS	423-A	AMEX NO. 123455-76...	OUT: 12/13 REC: 12/23	CALLOWAY
CALLER B	222 CBA ST...	133A-4X	12/12/96	\$59.99	COUCH	678-G	VISA / MC NO.23457...	OUT: 12/13 REC: NO	HUFFMAN KOOS
CALLER C	333 BCA ST...	134A-5X	12/13/96	\$1,023.00	SUIT	456-V	DISCOVER NO. 3445-67	OUT: 12/15 REC: NO	BROOKS BROTHERS

FIG. 8

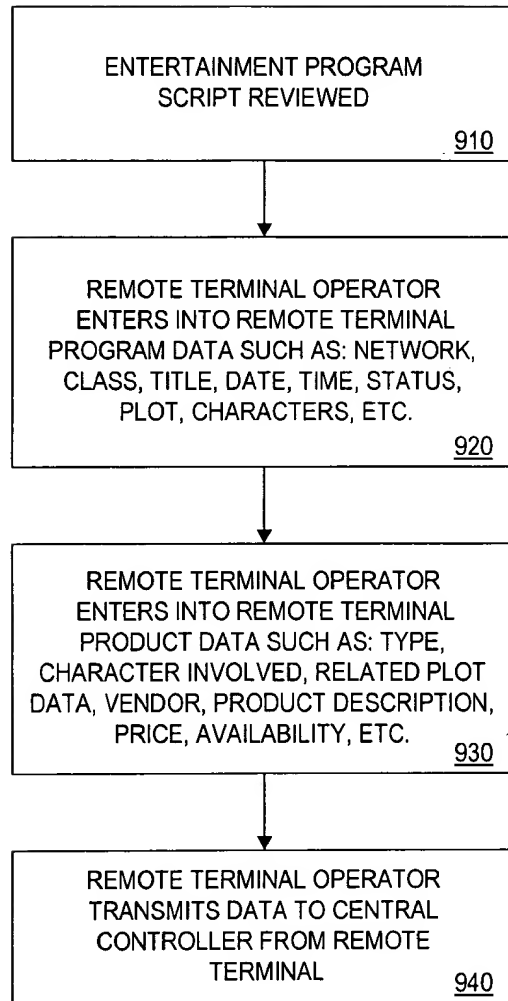


FIG. 9

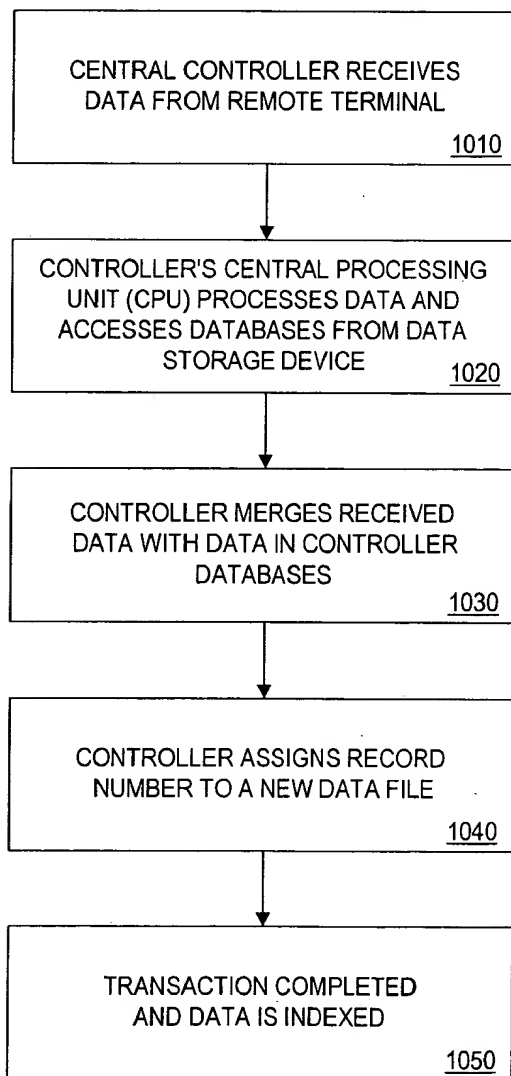


FIG. 10

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graph TD
    1105[EPISODE IS BROADCAST 1105] --> 1110[VIEWER CALLS SERVICE AND IS CONNECTED TO AN INTERACTIVE VOICE RESPONSE UNIT (IVRU) 1110]
    1110 --> 1115[IVRU QUERIES VIEWER REGARDING PROGRAM-RELATED DATA 1115]
    1115 --> 1120[IVRU RECEIVES RESPONSE FROM VIEWER AND TRANSMITS RESPONSE DATA TO CENTRAL CONTROLLER 1120]
    1120 --> 1125[CALL IS TRANSFERRED TO LIVE OPERATOR 1125]
    1125 --> 1130[OPERATOR TERMINAL RECEIVES PROGRAM IDENTIFICATION DATA FROM CONTROLLER 1130]
    1130 --> 1140[OPERATOR QUERIES CALLER REGARDING DESIRED PROP 1140]
    1140 --> A((A))
    A --> 1150[TO FIG. 11B]

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FIG. 11A

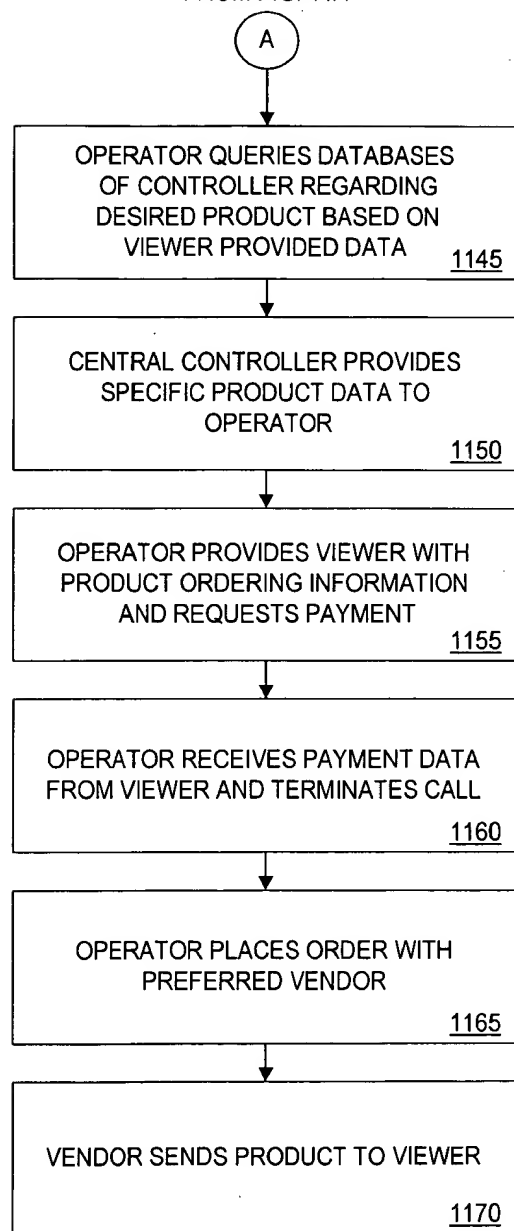
[illegible]

FIG. 11B